

Prototype Report – “Traditional Taste” Restaurant

1. Name

Restaurant Name: Traditional Taste

Tagline: “Real village food on your plate”

2. Idea in Short

Traditional Taste is a restaurant where people can eat food made the old way — just like in villages. Food will be cooked with traditional recipes, fresh ingredients, and served on banana leaves or in clay pots. The restaurant will look like a small village home and give a cultural feel.

3. Theme

- Old-style village setup
- Wooden tables, mud-style walls, folk art
- Staff wear traditional clothes
- Soft folk music or small live shows

4. Sample Menu

Dish	What it is	Price (₹)
Millet Thali	Full meal with millets and seasonal items	300
Chettinad Chicken	Spicy chicken fry with special masala	250
Kerala Sadya	Feast on banana leaf	350
Ragi Mudde	Millet balls with curry	150
Palm Jaggery Payasam	Sweet dessert	80

5. Customers

- Families who miss traditional food
- Tourists who want to taste local culture
- Health-conscious people who like millet and homemade food

6. Place & Setup

- Location near a tourist area or main city
- Around 50–60 seats
- Open kitchen with clay pots so customers can see cooking

7. Experience for Guests

- Welcome with tilak and smile
- Food served on banana leaves
- Folk music playing in background

8. Team & Resources

- 2–3 cooks trained in traditional cooking
- Servers in dhotis/sarees
- Vegetables and grains bought from local farmers
- Clay stoves, brass vessels, wooden furniture

9. Money Plan

- Start-up cost: About ₹20 lakh (rent, kitchen, furniture, décor)
- Expected monthly income: About ₹9–12 lakh
- Break-even in about 2 years

10. Marketing

- Nice logo with traditional symbols
- Instagram and Facebook posts showing cooking and décor
- Opening event with free tasting for influencers
- Special menus during festivals

11. Future Ideas

- Cooking classes for customers
- Food truck during festivals
- Selling pickles and spice powders from the restaurant

12. Why It's Special

Traditional Taste brings back memories, offers healthy food, and gives a cultural experience all in one place.

13. Flowchart

Customer Entry



Traditional Welcome



Seating (Banana leaf / wooden table)



Menu Given (Traditional items)



Order Taken



Food Cooked (Clay pots, traditional recipes)



Food Served (Banana leaves, clay pots)



Customer Eats + Enjoys Folk Music



Payment



Thank You + Small Token (e.g., Panagam drink)



Exit